

09757493.0109304  
F020T0"02025260

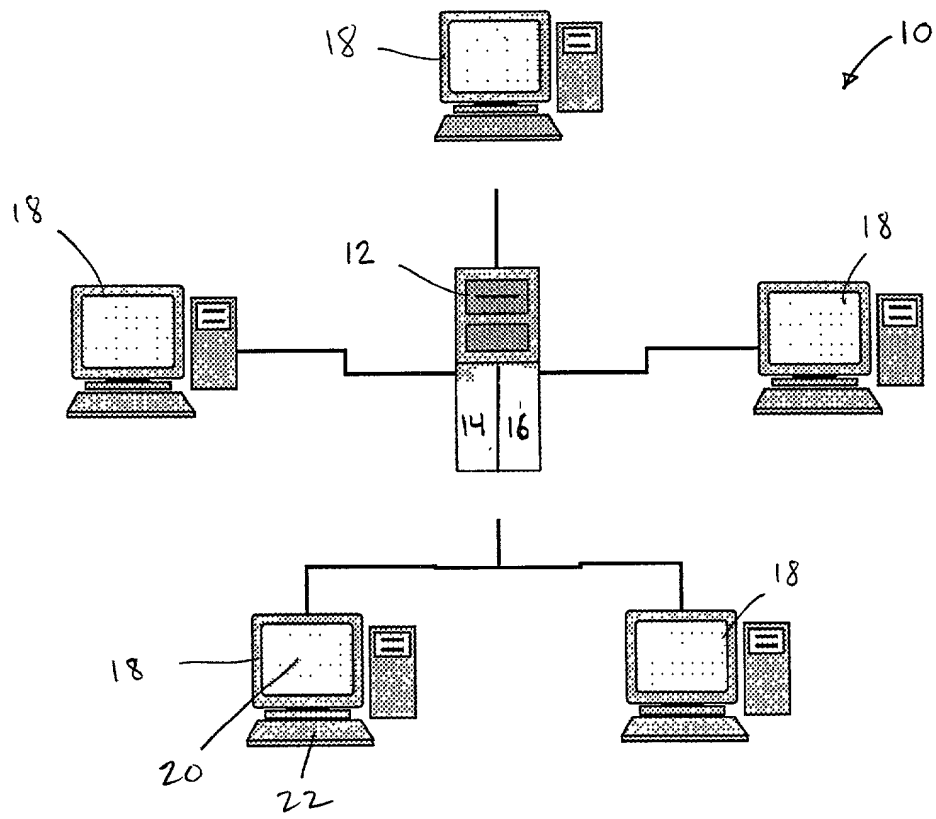


FIG. 1

# Program Action

## Options available

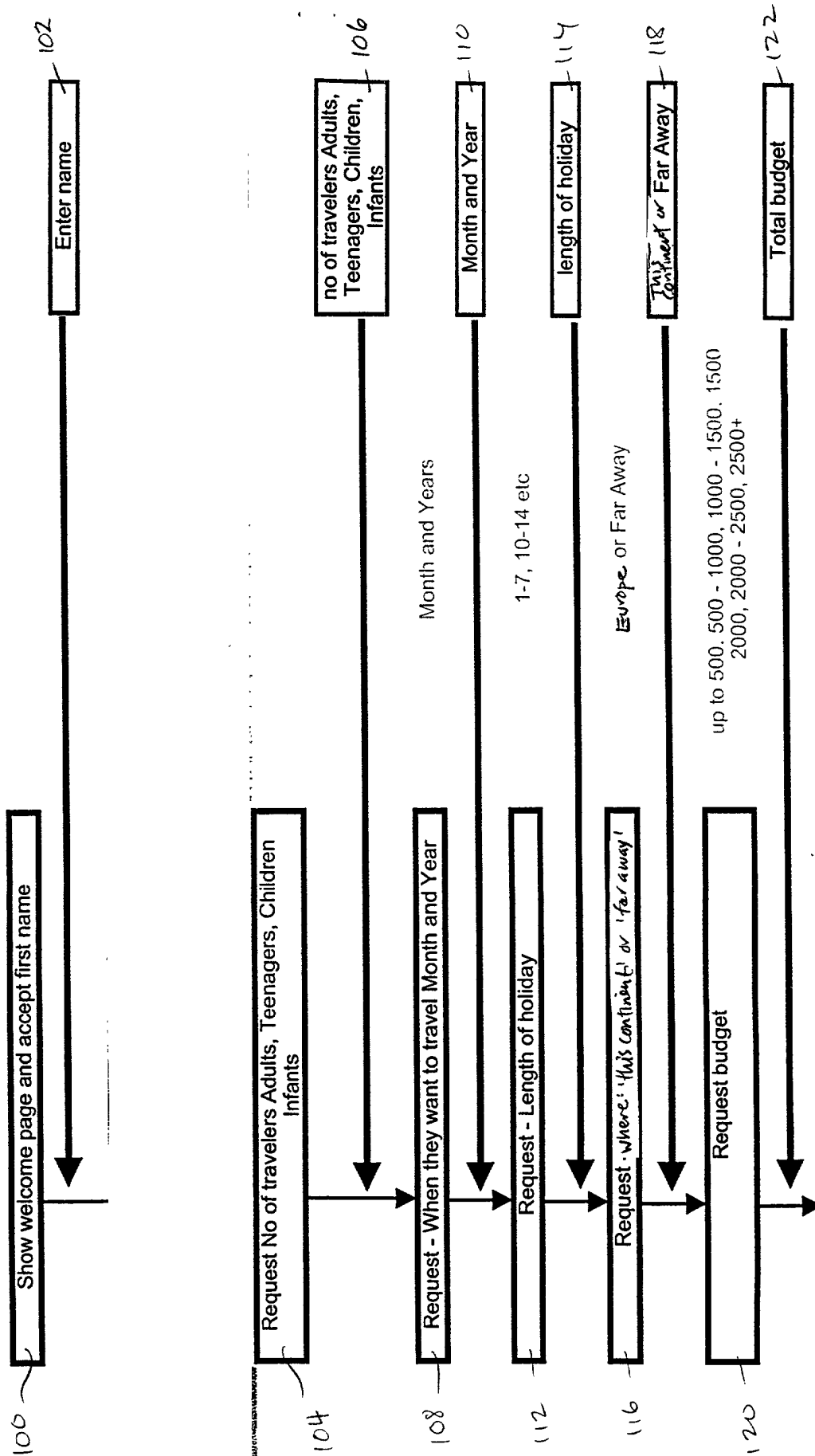


FIG. 2A

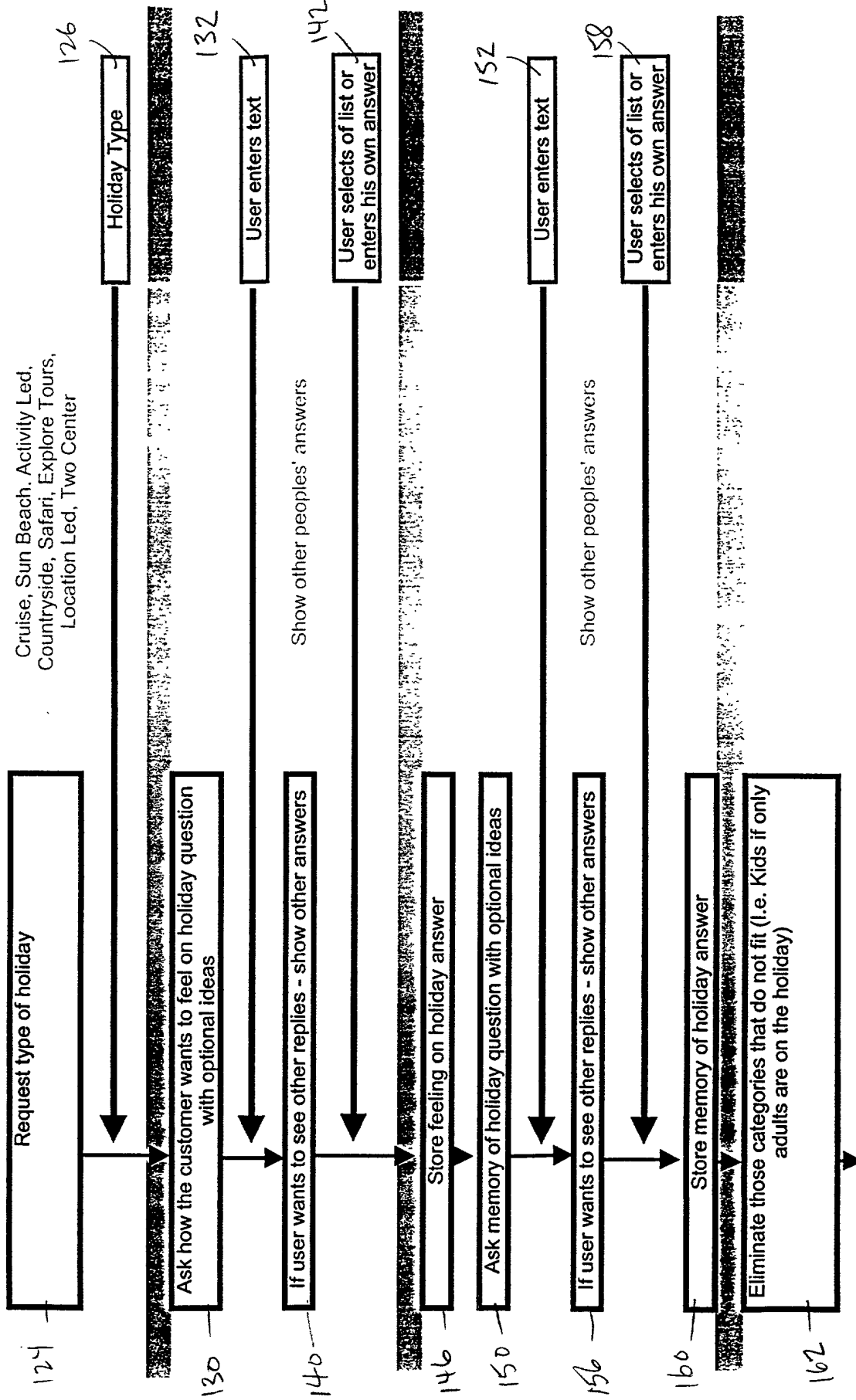


FIG. 2B

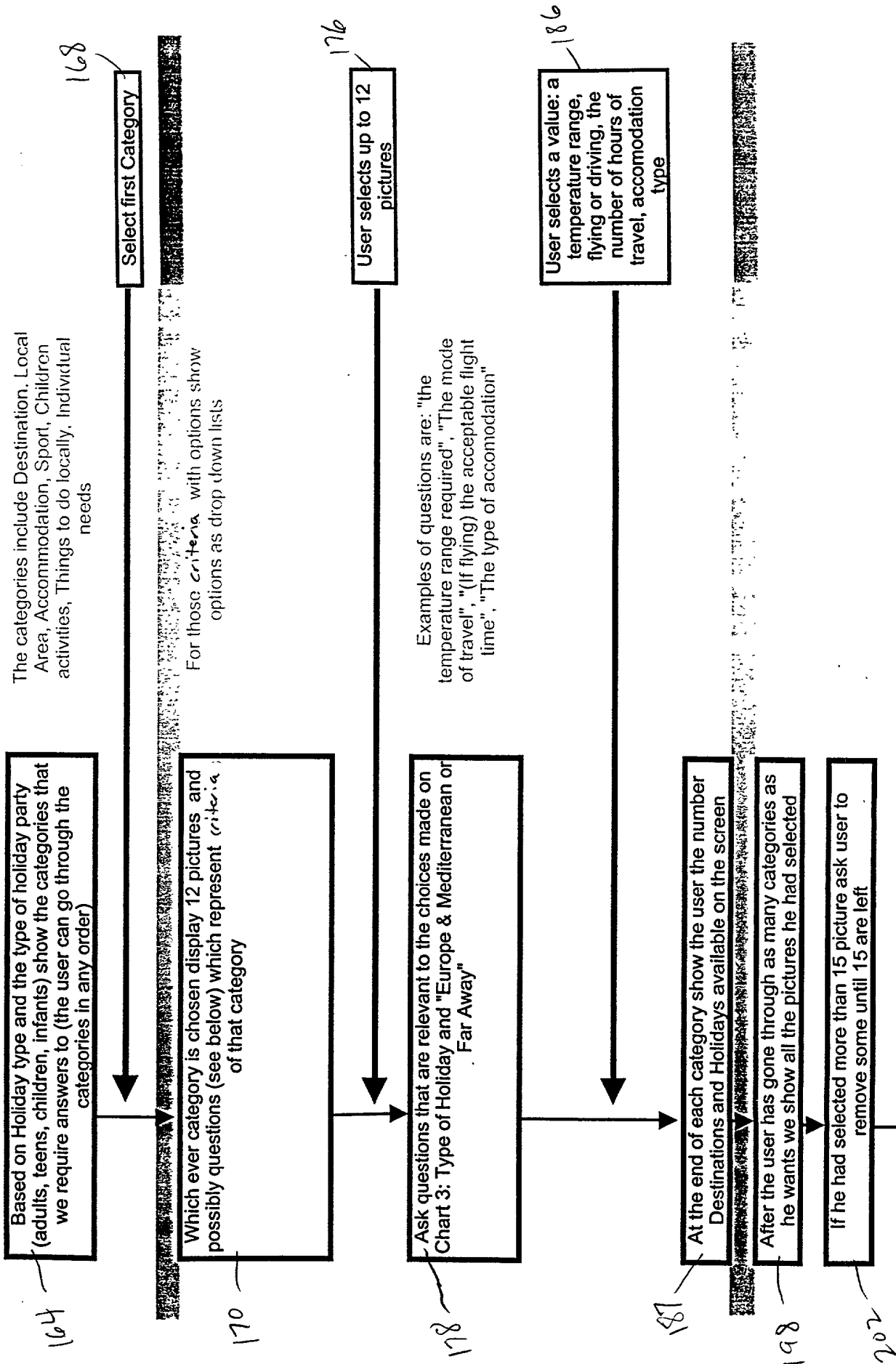


FIG. 2C

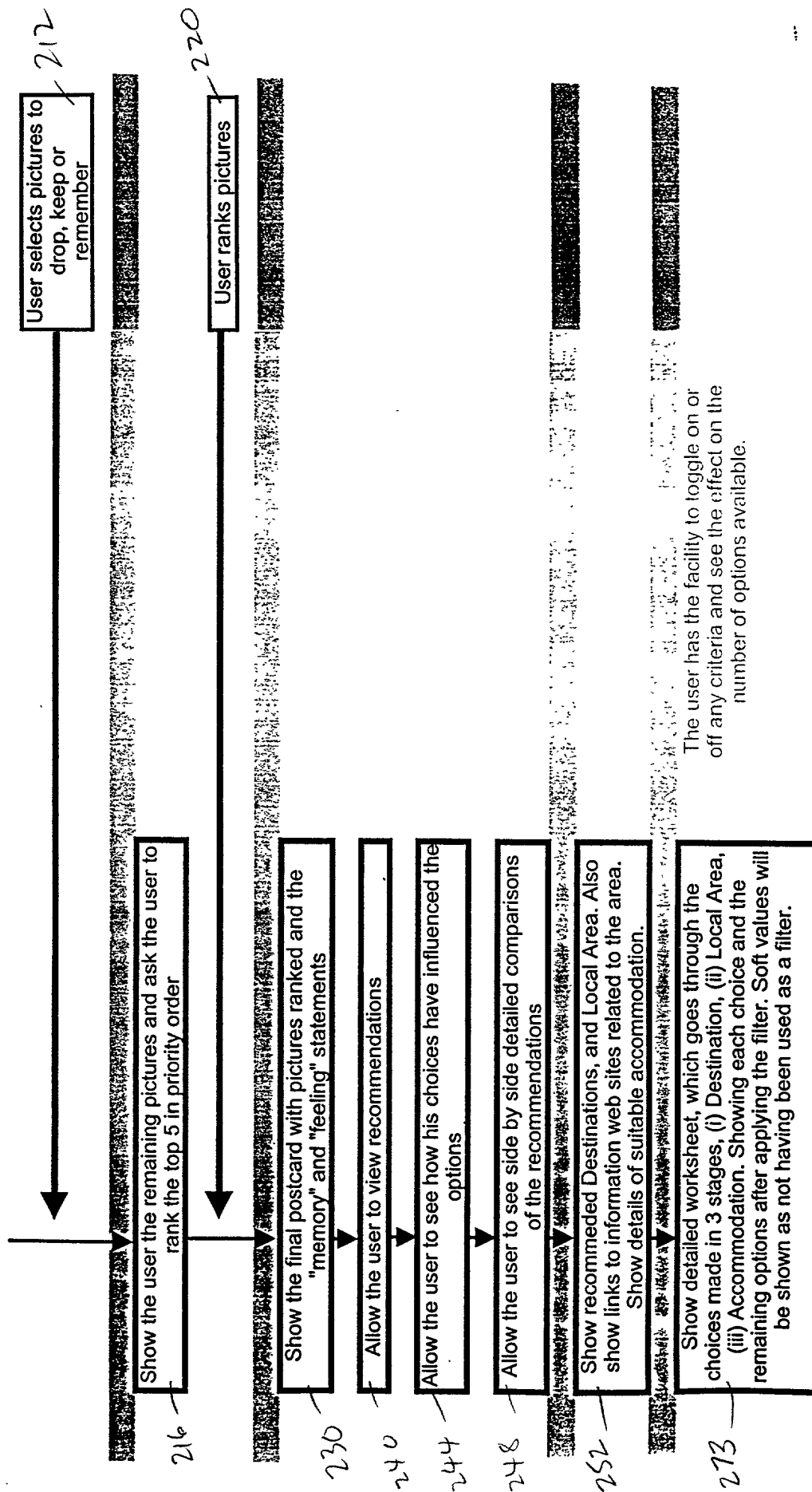
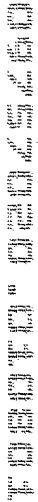


FIG. 20



128

134

**Done**

136

144

FIG. 3

Let's establish the two most important aspects of any holiday ?

Firstly,

128

How do you want to feel on this holiday ?

134

136

**Ideas**

Feel free to have a look at what other people have said.

**Edit**

**Stop & Save**

How can we help ?  
Type of Holiday  
Getting clear  
Your Postcard  
Recommendations

148

What do you want your overwhelming memory to be ?

154

**Ideas**

Feel free to have a look at what other people have said.

**Done**

**Rob's Postcard**



FIG. 4

0075702560

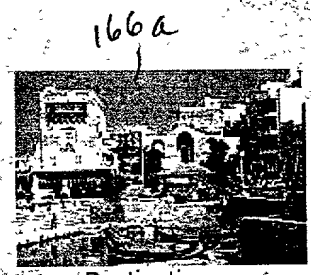
**Airtours**  
The Holiday Makers

- Get Clear Menu**  
Location  
Where to stay  
What to do  
Key for children  
Treats for others  
Local Area

- Stop & Save**  
How can we help?  
Type of Holiday  
Getting clear  
Your Postcard  
Recommendations



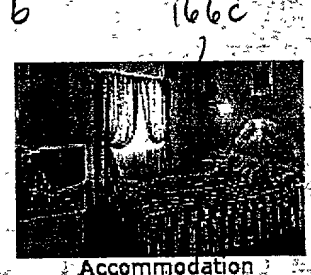
You can do as many or as few of these getting clear sections as you want, and in any order. Remember your finished card is limited to fifteen images, but if you do choose too many from these sections you can always drop some to make your final list.



Destination



Local Area



Accommodation



Important for Kids



Thing to do



Individual Needs

FIG. 5



**Airtours**  
The Holiday Makers

**Get Clear Menu**  
Location  
Where to stay  
What to do  
Key for children  
Treats for others  
Local Area

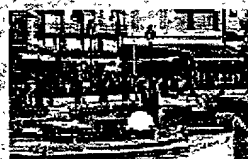
## Stop & Save

How can we help ?  
Type of Holiday  
Getting clear  
Your Postcard  
Recommendations

## Rob's Postcard

What sort of European/Mediterranean Beach destination do you fancy?

Check white boxes on the ones for you. Not too many!



**What temperature suits ? 80>90** 

### How will you travel ?

Air 

What about flight times ? 8-12 hrs ☒

**Go**

FIG. 6

FIG. 7

Get Clear Menu  
Location  
Where to stay  
What to do  
Key for children  
Treats for others  
Local Area

188

Stop & Save

How can we help?  
Type of Holiday  
Getting clear  
Your Postcard  
Recommendations

Rob's Postcard



## What are you looking for in the local area where you'll stay?

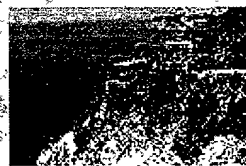
Select the things that interest you most. But please note that the actual places featured whilst in Europe may not be in the Area you are going to.



On the Strip



Out of Town



Scenic Views



Seclusion



Modern



Heritage



Passion for food



Glamorous



Night Life



Restaurants



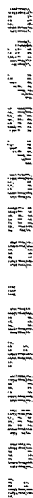
Street cafes



Local Markets

GO

FIG. 8



Location  
Where to stay  
What to do  
Key for children  
Treats for others  
Local Area

190

## Stop & Save

How can we help?  
Type of Holiday  
Getting clear  
Your Postcard  
Recommendations

## Rob's Postcard



Where would you like to stay? ☐ Hotel ☐ Resort ☐ Apartment ☐ Villa

-Luxury



## Standard



## Basic



### Food Options



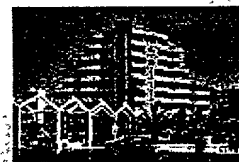
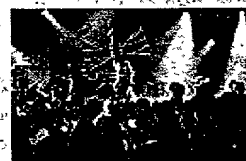
## Modern



## Traditional



## Classic Property

Number of Rooms Distance to Beach 

### Onsite Entertainment



**Gym**



Swimming Pool



FIG. 9

# Airtours

The Holiday Makers

## Get Clear Menu

Location  
Where to stay  
What to do  
Key for children  
Treats for others  
Local Area

## Stop & Save

How can we help?  
Type of Holiday  
Getting clear  
Your Postcard  
Recommendations

## Rob's Postcard

What is going to be important for your kids?



Playmates



Games



Kids Club



Children's Pool



Baby Sitting



High Chairs/Cots



Children's Menus



Safe Disco



Safe Beach



Play Area



4-5 Bed Rooms



Adjoining Rooms

Go

FIG. 10

00757030 040904



Get Clear Menu  
Location  
Where to stay  
What to do  
Key for children  
Treats for others  
Local Area

194



How can we help?  
Type of Holiday  
Getting clear  
Your Postcard  
Recommendations

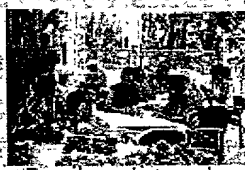


# What do you want to do on holiday?

Select the things that interest you most. But please note that the actual places featured whilst in Europe may not be in the Area you are going to.



Restaurants



Family eating out



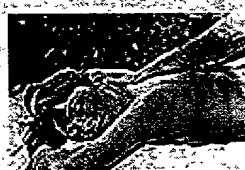
Shopping



Shopping



Street Cafes



Be Pampered



Romantic Evenings



Clubbing



Bike/Car Hire



Beauty Spots



Historic Places



Museums

FIG. 11

196

**Airtours**  
The Holiday Makers

Get Clear Menu  
Location  
Where to stay  
What to do  
Key for children  
Treats for others  
Local Area

Stop & Save

How can we help?  
Type of Holiday  
Getting clear  
Your Postcard  
Recommendations

Rob's Postcard

Individual Needs -

Vegitarian  
Meals



Wheelchair  
Access

No need to  
climb stairs  
or Lift



No Dogs at  
Property

Owners Pets  
allowed

Owners Pets  
allowed

Write your own

.....  
.....

Write your own

.....  
.....

Write your own

.....  
.....

FIG. 12

204

**You have selected 23 images, which now need to be reduced to 15.**  
**Please drop 7 by clicking on the tabs to indicate which to keep or drop.**  
 We will take account of any you drop in evaluating recommendations.

**Airtours**  
 The Holiday Maker

## Rob's personal Postcard - May 2001

	1st	2nd	3rd	4th	5th
2 Adults 2 Children					
Europe & Med	Hideaway gems <b>Keep</b> <input checked="" type="checkbox"/> 206 - 210	Resort <b>Drop</b> <input checked="" type="checkbox"/> 208	Landmark Cities <b>Keep</b> <input checked="" type="checkbox"/> 206 - 210	Romantic <b>Keep</b> <input checked="" type="checkbox"/>	Hilltop Retreat <b>Keep</b> <input checked="" type="checkbox"/>
Sun- Beach					
10-14 days	Dramatic <b>Drop</b> <input checked="" type="checkbox"/>	Desert/Island <b>Drop</b> <input checked="" type="checkbox"/>	Resort <b>Keep</b> <input checked="" type="checkbox"/>	Inspirational <b>Keep</b> <input checked="" type="checkbox"/>	Dramatic <b>Keep</b> <input checked="" type="checkbox"/>
Budget: £2000- 2500					
<b>Stop &amp; Save</b>	Romantic <b>Drop</b> <input checked="" type="checkbox"/>	Lively <b>Keep</b> <input checked="" type="checkbox"/>	Harbour Views <b>Keep</b> <input checked="" type="checkbox"/>	Scenic Coast <b>Drop</b> <input checked="" type="checkbox"/>	Desert Island <b>Keep</b> <input checked="" type="checkbox"/>
	Romantic <b>Drop</b> <input checked="" type="checkbox"/>	Lively <b>Keep</b> <input checked="" type="checkbox"/>	Harbour Views <b>Keep</b> <input checked="" type="checkbox"/>	Scenic Coast <b>Drop</b> <input checked="" type="checkbox"/>	Desert Island <b>Keep</b> <input checked="" type="checkbox"/>

FIG. 13

200



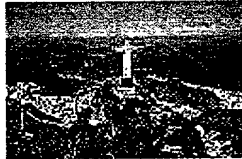














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Prioritise your top five, which will then appear on the top row of you postcard.  
The remainder of your preferences will appear below and will still the used in our recommendations.

**Airtours**  
The Holiday Makers

## Rob's personal Postcard - May 2001

	1st	2nd	3rd	4th	5th
2 Adults 2 Children					
Europe & Med	Hideaway gems Put in my top five <u>4</u>	Resort Put in my top five <input checked="" type="checkbox"/>	Landmark Cities Put in my top five <input checked="" type="checkbox"/>	Romantic Put in my top five <input checked="" type="checkbox"/>	Hilltop Retreat Put in my top five <input checked="" type="checkbox"/>
Sun- Beach					
10-14 days	Dramatic Put in my top five <u>3</u>	Desert Island Put in my top five <input checked="" type="checkbox"/>	Resort Put in my top five <input checked="" type="checkbox"/>	Inspirational Put in my top five <u>5</u>	Dramatic Put in my top five <u>2</u>
Budget: £2000- 2500					
Stop & Save	Romantic Put in my top five <input checked="" type="checkbox"/>	Lively Put in my top five <input checked="" type="checkbox"/>	Harbour Views Put in my top five <input checked="" type="checkbox"/>	Scenic Coast Put in my top five <input checked="" type="checkbox"/>	Desert Island Put in my top five <u>1</u>

214
















FIG. 14

FIG. 15

**Airtours**  
The Holiday Makers

## Rob's Family Postcard - May 2001

234 2324 236 232 2324 242 238

Priorities	1st	2nd	3rd	4th	5th
2 Adults 2 Children					
Europe & Med	Holiday Location	Kid's Club	Kid's Pool	Games	Exploring
<i>Memory of being a family that I'll cherish forever</i>					
Sun- Beach					
10-14 days	Standard	Full Board	Kid's Menu	Play Area	Snorkeling
<i>Feel happy and away from it all</i>					
Budget: £2000- 2500					
Bike/Car Hire	Baby Sitting	Sun, Sea & Sand	Riding	Tennis	
<b>Edit</b>	<b>Shop &amp; Save</b>	SUGGEST = view recommendations. REASONS = how your criteria worked. Change if required			

228 246

FIG. 15





## This is how your choices influenced your options

TYPE OF PACKAGE	Sun/Beach	<input checked="" type="checkbox"/> Edit	139 destinations with 7,500 hotels/villas/appartments
DURATION	10-14 days	<input checked="" type="checkbox"/> Edit	139 destinations with 7,500 hotels/villas/appartments
TRAVELLERS	2 adults	<input checked="" type="checkbox"/> Edit	139 destinations with 7,500 hotels/villas/appartments
HOW FAR ?	Far Away	<input checked="" type="checkbox"/> On/Off	92 destinations
BUDGET	2500-3000	<input checked="" type="checkbox"/> On/Off	92 destinations
FLIGHT TIME	8-12 hrs	<input checked="" type="checkbox"/> On/Off	36 Destinations
DATE	May	<input checked="" type="checkbox"/> On/Off	36 Destinations
TEMPERATURE	80-90	<input checked="" type="checkbox"/> On/Off	Kenya (Mombasa/Malini), Maldives, Seychelles, Sri Lanka, Antigua< Aruba, Bahamas, Barbados, Cayman, Cuba, Grenada, Jamaica, Nevis, St Kitts, St Lucia, Trinidad & Tobago, Turks & Caicos, Orlando and China (Peking)
RAINFALL	under 3"	<input checked="" type="checkbox"/> On/Off	Aruba, Barbados, China (Peking)
LOCAL AREA	Resort	<input checked="" type="checkbox"/> On/Off	Aruba, Barbados
	Romantic	<input checked="" type="checkbox"/> On/Off	A matter of personal judgement
	Inspirational	<input checked="" type="checkbox"/> On/Off	A matter of personal judgement
	Glamorous	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach, Auba, Palm Beach
ACCOMODATION	Luxury	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3. Aruba, Palm Beach x 1
	Full Board	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3. Aruba, Palm Beach x 1
	Pool	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3 Auba, Palm Beach x 1
	Beachfront	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3 Auba, Palm Beach x 1
SPORTS	Suba Diving	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3 Auba, Palm Beach x 1
THINGS TO DO	Restaurants	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach = Amond Beach Club = Coral Reef Club Auba, Palm Beach = Aruba Marriott Resort

Stop & Save

How can we help?  
Type of Holiday  
Getting clear  
Your Postcard  
Recommendations



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276

278

284

272

FIG. 17

FIG. 18



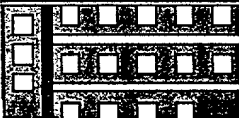
# This is how your choices influenced your options

TYPE OF PACKAGE	Sun/Beach	<input checked="" type="checkbox"/> Edit	139 destinations with 7,500 hotels/villas/appartments
DURATION	10-14 days	<input checked="" type="checkbox"/> Edit	139 destinations with 7,500 hotels/villas/appartments
TRAVELLERS	2 adults	<input checked="" type="checkbox"/> Edit	139 destinations with 7,500 hotels/villas/appartments
HOW FAR ?	Far Away	<input checked="" type="checkbox"/> On/Off	92 destinations
BUDGET	2500-3000	<input checked="" type="checkbox"/> On/Off	92 destinations
FLIGHT TIME	8-12 hrs	<input checked="" type="checkbox"/> On/Off	36 Destinations
DATE	May	<input checked="" type="checkbox"/> On/Off	36 Destinations
TEMPERATURE	80-90	<input checked="" type="checkbox"/> On/Off	Kenya (Mombasa/Malini), Maldives, Seychelles, Sri Lanka, Antigua< Aruba, Bahamas, Barbados, Cayman, Cuba, Grenada, Jamaica, Nevis, St Kitts, St Lucia, Trinidad & Tobago, Turks & Caicos, Orlando and China (Peking)
RAINFALL	under 3"	<input checked="" type="checkbox"/> On/Off	Kenya (Mombasa/Malini), Maldives, Seychelles, Sri Lanka, Antigua< Aruba, Bahamas, Barbados, Cayman, Cuba, Grenada, Jamaica, Nevis, St Kitts, St Lucia, Trinidad & Tobago, Turks & Caicos, Orlando and China (Peking)
LOCAL AREA	Resort	<input checked="" type="checkbox"/> On/Off	Kenya (Mombasa/Malini), Maldives, Seychelles, Sri Lanka, Antigua< Aruba, Bahamas, Barbados, Cayman, Cuba, Grenada, Jamaica, Nevis, St Kitts, St Lucia, Trinidad & Tobago, Turks & Caicos, Orlando and China (Peking)
	Romantic	<input checked="" type="checkbox"/> On/Off	A matter of personal judgement
	Inspirational	<input checked="" type="checkbox"/> On/Off	A matter of personal judgement
	Glamorous	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach, Auba, Palm Beach Grenada, Grand Anse Beach, Antigua, English Harbour, Nevis, Pinney's Beach, Jamaica, Montego Bay
ACCOMMODATION	Luxury	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3, Aruba, Palm Beach x 1 Grenada, Grand Anse Beach x 3, Antigua, English Harbour x 1, Nevis, Pinney's Beach x 1, Jamaica, Montego Bay x 3
	Full Board	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3, Aruba, Palm Beach x 1 Jamaica, Montego Bay x 3
	Pool	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3 Auba, Palm Beach x 1 Jamaica, Montego Bay x 3
	Beachfront	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3 Auba, Palm Beach x 1 Jamaica, Montego Bay x 2
SPORTS	Suba Diving	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3 Auba, Palm Beach x 1 Jamaica, Montego Bay x 2
THINGS TO DO	Restaurants	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach = Amond Beach Club = Coral Reef Club Auba, Palm Beach = Aruba Marriott Resort Jamaica, Montego Bay = Tryall = Half Moon Club

## Stop & Save

How can we help  
Type of Holiday  
Getting clear  
Your Postcard  
Recommendations

## Rob's Postcard



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FIG. 18

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## Detailed side-by-side comparison of options

<b>HOTEL</b>	Royal Hideaway	Tamarind Cove
<b>DESTINATION</b>	Mexico	Barbados
<b>LOCAL AREA</b>	Yucatan Peninsula	St James Beach
<b>TRANSFER TIME</b>	45 mins	40 mins
<b>No OF ROOMS</b>	200	166
<b>FULL BOARD</b>	Yes	Yes
<b>DISTANCE TO BEACH</b>	Beachfront	Beachfront
<b>SWIMMING POOL</b>	2 main + 2 relax	4 main + 2 whirl
<b>BARS</b>	3	4
<b>FITNESS CENTRE</b>	Yes	Yes
<b>SAUNA</b>	Yes	No
<b>RESTAURANTS</b>	5	1
<b>ON-SITE ENTERTAINMENT</b>	Nightly	Nightly
<b>SPORTS FACILITIES</b>	Kayaks, windsurfing, snorkeling, catamaran, Sailing, Water Polo, Bike Hire	Waterskiing, Windsurfing, Sunfish & Catamaran sailing kayaks, snorkelling all with tuition
<b>MASSAGE</b>	Yes	No
<b>COCKTAIL PARTY</b>	Weekly	No
<b>CASINO</b>	Yes	No
<b>GOLF COURSE</b>	Nearby	
<b>ROOM SERVICE</b>	Yes	No
<b>GARDEN ROOMS</b>	Yes	Yes
<b>SUPERIOR ROOMS</b>	Yes	Yes
<b>STANDARD ROOMS</b>	Yes	Yes
<b>AIRCONDITIONING</b>	Yes	Yes
<b>TELEPHONE IN ROOM</b>	Yes	Yes
<b>TV + SATELLITE in ROOM</b>	Yes	TV
<b>CD HIFI in ROOM</b>	Yes	No
<b>RATES MAY 7 nights</b>	1397	917
<b>RATE MAY Extra Nights</b>	133	75
<b>RATE MAY Ocean View Twin</b>	17	9
<b>RATE MAY Jun Suit Pool/Garden View</b>		19 19
<b>RATE MAY Jun Suite Ocean view</b>		32

Stop & Save

Rob's Postcard

